EXHIBITOR PROSPECTUS

2016

ACOG Annual Clinical *and* Scientific Meeting

Washington Convention Center > May 14–17, 2016 > Washington, DC

Take Charge *of* Health Care

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EXHIBITS OPEN SUNDAY!!

The American College of Obstetricians and Gynecologists
WOMEN'S HEALTH CARE PHYSICIANS

2016 Annual Clinical and Scientific Meeting

Washington Convention Center | May 14-17, 2016

Dear Exhibitor,

You are invited to participate in the country's "premier" important medical meeting for women's health professionals!

The American College of Obstetricians and Gynecologists 2016 Annual Clinical and Scientific Meeting provides an interactive educational forum for OB-GYNs and affiliate health care providers.

Industry has always been a vital determinant in the success of our meetings, and we THANK YOU! Exhibiting at the Annual Meeting increases your visibility to consumers in a rapidly growing competitive market. OB-GYNs need to know what you have to offer, specifically equipment, products and services that will help them provide better quality care and improve patient safety. They need you to educate them on the available resources in the current market and prospective future opportunities.

This prospectus provides an overview of the opportunities available at the Annual Meeting. Act now to be the first to select from these sought after opportunities. Secure your booth participation by completing the Exhibit Application and Contract.

Take advantage of this exceptional exhibiting opportunity! We hope you will partner with us in hosting a wonderful interactive and educational meeting!

Sincerely,

Marc A. Landsberg, MD
Chair, Committee on Industrial Exhibits

Important Dates to Remember

2015	
May 6	Last day for 2016 priority point placement of exhibits during the 2015 Annual Meeting.
August 7	Balance due on exhibit booths reserved with 50% deposit during priority point booth placement. There will be no refunds after this date.
2016	
April 14	**Deadline for the following:**
	Approval of booth activity/giveaways/entertainment /raffles/drawings
	Submission of sample surveys/questionnaires
May 12-14	Exhibit installation (installation must be completed by Saturday, May 14 at 5pm
May 14, 16	Advance Exhibit Sales for 2016 Annual Meeting by priority points
NEW **May 15-16**	Exhibition Hall Open

Meetings and Exhibits Staff Contact Information:

Arthinia Morgan
Exhibits Manager
(202) 863-2437
amorgan@acog.org

Tara Gaskins
Exhibits Coordinator
(202) 314-2333
acogexhibit@acog.org

Please note that an exhibitor's support or participation in any College meeting, or event, or publication/production does not constitute an endorsement or recommendation of any kind by the College.

The American College of Obstetricians and Gynecologists (the College) is the pre-eminent authority on women's health. The College is a professional membership organization dedicated to advancing women's health by building and sustaining the obstetric and gynecology community and actively supporting its members. The College pursues this mission through education, practice, research, and advocacy. We emphasize life-long learning, and incorporate new knowledge and information technology.

The College works primarily in four areas:

- **Serving** as a strong advocate for quality health care for women.
- **Maintaining** the highest standards of clinical practice and continuing education for its members.
- **Promoting** patient education and stimulating patient understanding of and involvement in medical care.
- **Increasing** awareness among its members and the public of the changing issues facing women's health care.

The purpose of the Annual Clinical Meeting Industrial Exhibits is to provide an opportunity to extend the educational nature of the Annual Meeting by informing attendees of current and improving technologies, equipment, products, and services in the field of obstetrics and gynecology. The exhibits also inform our members of developments in areas that are identified as being of interest to women as patients of obstetricians-gynecologists.

If your company provides any of the following products or services, then our members are looking for you!

- Association/Medical Society
- Computer Software/Hardware/Technology
- Diagnostic Equipment/Systems Kits
- Educational/Training Materials
- Electronic Medical Records Software
- Financial Services
- Food/Nutritional Products
- Government Agencies
- Leasing and Insurance Companies
- Laboratory Services/Cytology/Hematology
- Laser and Laser Supplies
- Luxury Consumer Goods (cars, electronics, jewelry)
- Management (Practice)
- Market Research
- Maternity Products/Clothing/Supplies
- Medical Equipment
- Medical Supplies/Gloves/ Gowns
- Office Equipment/Supplies/Furniture
- Personal Hygiene Products
- Pharmaceuticals
- Photographic, X-ray, Imaging, and Ultrasound Equipment
- Physician Recruitment
- Publishing/Books
- Skin Care Procedures
- Skin Care Products
- Surgical Instruments/Supplies

…. And many more, so add your product or service to this diverse list!

The American College of Obstetricians and Gynecologists would like to thank its exhibitors for their continued participation and support of the Annual Meeting. Contributions of the exhibitors are recognized by our officers, members, and staff as being a vital part of the Annual Meeting and help to complement and extend the educational program.

Top 4 Reasons Why You Should Exhibit at the Annual Meeting

1. **Introduce** your products or services to women's health care providers
2. **Meet** customers in a face-to-face sales environment
3. **Build** product and brand recognition among influential decision makers
4. **Gain** recognition in the complimentary Annual Meeting Exhibit Guide, and the Annual Meeting website

The 2016 Annual Meeting Industrial Exhibits Hall is the central meeting place for our meeting attendees to visit ACOG Member services booth or the computer lab, and it is the location for convention events such as refreshment breaks, special drawings, luncheon conferences, and product demonstrations.

Our Relationship with Industry

The College takes every possible measure to ensure that Annual Meeting exhibitors follow the ethical standards and guidelines set forth by the College, PhRMA, AMA, and AdvaMed, and other regulatory organizations. The College is committed to ensuring that its educational mission is evidence-based and free from bias from all outside influences. In this effort, the ACOG Committee on Ethics has established a Committee Opinion which can be viewed on the College's publications portion of the web site.

It is the responsibility of exhibitors to ensure adherence to Food and Drug Administration (FDA) regulations, policies, practices and guidelines, and all other applicable industry guidelines (including but not limited to, those listed above), concerning the demonstration, discussion, use and/or display of products, technologies, and/or services at the College's Annual Clinical Meeting.

Don't miss this opportunity, reserve your exhibit space now for the 2016 Annual Meeting. Contact the Meetings and Exhibits Department at (202) 314-2333 or by email at acogexhibit@acog.org.

Convention Dates: May 14-17, 2016

Exhibition Dates: May 15-16, 2016

Location of the Meeting/Exhibition: Washington Convention Center

The Annual Clinical Meeting's Industrial Exhibits will be held in **Exhibit Halls D-E**, at the Washington Convention Center.

Tentative Schedule (subject to change):

Exhibitor Registration Hours

Friday	May 13	8:00 AM - 5:00 PM
Saturday	May 14	8:00 AM - 5:00 PM
Sunday	May 15	8:00 AM - 5:00 PM
Monday	May 16	8:30 AM - 4:00 PM

Exhibitor Move-In Hours

Thursday	May 12	8:00 AM - 5:00 PM
Friday	May 13	8:00 AM - 5:00 PM
Saturday	May 14	8:00 AM - 5:00 PM

Exhibition Open Hours

NEW DAYS

Sunday	May 15	10:00 AM - 5:00 PM
Monday	May 16	10:00 AM - 5:00 PM

Exhibits must be staffed during all exhibit hours.

Exhibitor Move-Out Hours

Monday	May 16	5:00 PM - 8:00 PM
Tuesday	May 17	8:00 AM - 5:00 PM
Wednesday	May 18	8:00 AM - 12:00 PM

Move-In Policies

An exhibit not in the process of being installed by 12 pm, Saturday, will have its crates and materials removed at the exhibitor's expense and placed in off-site storage.

All exhibit installation must be completed by 5 pm, Saturday, May 14. The exhibit hall will be cleared at 5 pm. If an exhibit is not set by 5 pm, Saturday, the organization may lose up to 25% of its priority points earned to date and you will not be allowed to complete the installation of your exhibit until the exhibit hall closes at 5 pm on Sunday, May 15. The exhibiting company is responsible for notifying the College's Exhibits Manager on-site, if they are unable to have their booth ready by 5 pm on Saturday May 14, 2016.

There will be an additional fee charged to the exhibitor for any materials or empty cartons placed in aisles after the aisle carpet has been installed.

No refund of exhibit fees (in full or part) will be made for organizations that are unable to complete their exhibit installation by the time exhibit hall opens.

Dismantlement of exhibits begins at 5:00 pm on Monday, May 16. No dismantling is permitted prior to 5:00 pm.

Exhibit Space Includes:

Standard inline exhibits are allowed a height limit of 10 feet and island displays are allowed a height limit of 20 feet. Heights will be checked.

- Each 10'x10' standard inline space will be provided with an 8' backwall drape and a 3' siderail drape.
- Signage with company name and location is complimentary.
- Four complimentary exhibit staff badges are provided with 10'x10' space purchased. (Additional charges apply for badges beyond the allotted complimentary badges).

All furniture, accessories, electrical requirements, carpeting (required), and cleaning for the exhibit space are the responsibility of the exhibitor. All measurements shown on the floor plan are approximate, and the College reserves the right to make modifications as may be deemed necessary, making equitable adjustment with any exhibitor or exhibitors thereby affected. The College also reserves the right to adjust the floor plan to meet the needs of the exhibition.

Company checks, money orders, and credit cards (MasterCard, Visa, and American Express) are acceptable forms of payment of exhibit space. All checks/money orders must be in U.S. funds, made payable to "ACOG 2016 Annual Meeting" and sent to:

THE AMERICAN COLLEGE OF OB/GYN
ATTN: EXHIBITS MANAGEMENT
409 12TH STREET, SW
WASHINGTON, D.C. 20024-2188

Payments

A deposit of 50% of the total cost of the exhibit space requested must be sent with the Exhibit Application and Contract to reserve exhibit space for 2016 Annual Meeting. After August 7, 2015, full payment must accompany applications to exhibit. If balance payment is not received by the due date, space(s) reserved may be reassigned and the deposit forfeited.

Applications submitted without the required deposit will not be processed until a deposit is received. The date on which the deposit is received will be the date used when determining the order of the assignment of exhibit space.

Balance of payment for exhibit space is due August 7, 2015.

Exhibit Application and Contracts received during the 2014 on-site space selection were assigned exhibit space by priority points. Exhibit Applications received after May 6, 2015 are assigned exhibit space on a first-come, first-serve basis until all exhibit space is sold.

Receipt of deposit does not guarantee assignment of exhibit space requested. The College reserves the right to reject any application for exhibit space.

Cancellation/Exhibit Space Reduction

Organizations participating in the exhibition may cancel the lease of exhibit space or reduce the exhibit space reserved at any time with written notice to the Meetings and Exhibits Department via postal mail, or email. The following schedule will be used when acknowledging refunds for cancellation or reduction:

- Cancellation or exhibit space reduction requests received by close of business August 7, 2015, will receive a refund of fees paid less 10% of total booth costs.
- No refunds will be made for cancellations or reductions received after August 7, 2015.

No Shows

Exhibiting companies that reserve exhibit space and do not provide the College with written notice of their inability to exhibit by April 14, 2016, will automatically be charged an additional lounge fee of $500, and are still responsible for paying any unpaid balance due for any outstanding exhibit fees, and/or lose up to 25% of the total accumulated priority points, and /or may not be allowed to participate in future exhibitions sponsored by the College.

After Hours Admission to Exhibit Hall

- Exhibitors wearing badges may enter the exhibit hall one hour before the opening of the exhibition on each day and may remain in the exhibit hall one hour after the close of the exhibition each day to reorganize their booths. After hour demonstrations are not allowed.
- Exhibitors needing access to the exhibit hall at times not stated above must get approval from the College's Exhibits Manager and provide positive ID to security upon entering the hall. Only exhibitors with badges will be permitted to enter the exhibit hall.

For Prior Approved Exhibitors

To guarantee efficient processing of your application, your payment should be sent with the following forms:

1. Exhibit Application and Contract
2. 50% deposit if received on or before August 7, 2015, and after August 7, 2015, full payment must accompany application.

3. One (1) sample of ALL brochures to be distributed at the 2016 Annual Meeting. NEW - Products/services, electronic submission of the brochures will be accepted.

Your application and contract will not be processed in a timely manner if any of these forms are missing or if the exhibit fee deposit is not included. Please contact the Meetings & Exhibits Department at **(202) 314-2333** with questions.

How to Apply for Exhibit Space

To ensure timely processing of your application, please be mindful of the following:

1. The Exhibit Application/Contract must be signed and dated by an authorized representative of the participating organization.
2. A 50% deposit is required at the time of onsite booth selection. Full payment must be paid by August 7, 2015.
3. One (1) sample of all brochures to be distributed at the 2016 Annual Meeting must be sent electronically to **acogexhibit@acog.org** by August 7, 2015.

The American College of Obstetricians and Gynecologists will accept the Exhibits Application/Contract form along with company checks, money orders, and credit cards (MasterCard, Visa, and American Express) for payment of exhibit space. All checks and money orders must be in U.S. funds and made payable to – American College of Obstetricians and Gynecologists 2016 Annual Meeting and sent to:

THE AMERICAN COLLEGE OF OB/GYN
ATTN: EXHIBITS MANAGEMENT
409 12TH STREET, SW
WASHINGTON, D.C. 20024-2188

The ACOG Tax ID number is 36-2217981.

2016 Booth Fees

Dimensions	Type	Total	# of 10x10 booth units	50% deposit amount
10 x 10	inline	$3,300.00	1	$1,650.00
10 x 10	1 corner	$3,600.00	1	$1,800.00
10 x 20	inline	$6,600.00	2	$3,300.00
10 x 20	1 corner	$6,900.00	2	$3,450.00
10 x 20	2 corners	$7,200.00	2	$3,600.00
10 x 30	inline	$9,900.00	3	$4,950.00
10 x 30	1 corner	$10,200.00	3	$5,100.00
10 x 30	2 corners	$10,500.00	3	$5,250.00
10 x 40	inline	$13,200.00	4	$6,150.00
10 x 40	1 corner	$13,500.00	4	$6,750.00
10 x 40	2 corners	$13,800.00	4	$6,900.00
20 x 20	island	$14,400.00	4	$7,200.00
20 x 30	island	$21,000.00	6	$10,500.00
20 x 40	island	$27,600.00	8	$13,800.00
20 x 50	island	$34,200.00	10	$17,100.00
20 x 60	island	$40,800.00	12	$20,400.00
30 x 50	island	$50,700.00	15	$25,350.00
40 x 50	island	$67,200.00	20	$33,600.00
50 x 50	island	$83,700.00	25	$41,850.00
50 x 60	island	$100,200.00	30	$50,100.00
50 x 70	island	$116,700.00	35	$58,350.00

Cost for Exhibit Space

The standard exhibit size available for the 2016 Annual Meeting is a 10' x 10' inline exhibit at $3,300 and/or a corner space for $3,600 each. These rates are also for non-profit organizations. No exhibit smaller than a 10'x10' will be sold.

Contacts

Arthinia Morgan
Exhibits Manager
(202) 863-2437
amorgan@acog.org

Tara Gaskins
Exhibits Coordinator
(202) 314-2333
acogexhibit@acog.org

Eligibility for Exhibiting

To exhibit at the 2016 Annual Meeting, all organizations must be approved by The American College of Obstetricians and Gynecologists (the College). All organizations participating in the exhibition must have a product or service that is related to the field of obstetrics and gynecology or may benefit the attendees technologically or assist in creating a work/life balance.

NEW/PAST EXHIBITORS — All exhibitors must complete the Exhibit Application and Contract and submit it along with the appropriate payment and one (1) copy of product literature and/or pamphlets that will be distributed at the 2016 Annual Meeting. Submissions should be sent to **acogexhibit@acog.org**.

To submit information for approval, please mail to:

EXHIBITOR APPROVAL REQUEST
ATTN: MEETINGS AND EXHIBITS DEPARTMENT
409 12TH STREET, SW
Washington, DC 20024-2188

An Exhibit Application and Contract will not be accepted, nor exhibit space assigned until the organization has been approved to exhibit and payment is received.

After the required forms and materials are reviewed, notification of acceptance or denial of the exhibition request will be e-mailed within three business days. After the initial review, the College will re-evaluate each approved exhibitor every 2 to 3 years. The reviews will help us to better serve the interest of our membership. It will also assist exhibitors in remaining compliant with current policies governing what may be displayed and what is appropriate in the exhibit hall.

Priority Point Calculation

- Organizations will receive 10 points for each 10'x10' exhibit space purchased and occupied at the Annual Meeting.
- Organizations are awarded 25 points for having exhibited in at least the past five consecutive Annual Meetings.
- For each consecutive year after the fifth, an additional 25 points will be awarded.
- Organizations that advertise in the Obstetrics & Gynecology Journal will receive five (5) points for each page of advertisement, two and a half (2.5) points for a half page, and one (1) point for anything less than a half page.
- Priority points will also be awarded for certain sponsorship opportunities selected by the College. A list of organizations and their priority point(s) standing is available upon request.

To be assigned exhibit space by accumulated points, the Exhibit Application and Contract, and the deposit must be received on or before May 6, 2015. If two or more companies have the same number of points, they will be assigned in the order in which the application is received. If your application is received after May 6, 2015, it will be processed and space assigned in the order that the application is received.

If at the time of making an assignment for a particular organization, the requested spaces are no longer available, you will be assigned the best space available that is closest to the preferred location first choice. Please keep in mind that there are many organizations applying for the same exhibit space. When making your selections, try not to concentrate all of your choices in one area. Exhibiting companies purchasing more than one exhibit space or exhibit spaces of an odd size will be processed in accordance with the point system unless adherence to the system will make multiple exhibit spaces unavailable.

Relocation of Exhibits and Other Floor Plan Revisions

ACOG retains the exclusive right to revise the Exhibit Hall floor plan(s) and/or relocate any assigned exhibitors as necessary for the betterment of the event as determined solely by ACOG. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and may be subject to relocation.

Official Exhibits

All exhibits will be assigned by the American College of Obstetricians and Gynecologists (the College) and will be located in the designated exhibit hall(s). No company or their representatives may display, demonstrate, or distribute their products and/or services in any location other than their designated exhibit space(s). Displaying promotional advertisements, the distribution of printed materials, or the solicitation of orders outside of your exhibit space is strictly prohibited. These rules apply to all organizations, their vendors, contractors, staff and agents in attendance at the Annual Meeting. Exhibitors who have been approved to host an industry-sponsored event or who are participating in the "Doctor's Bag" program or other Annual Meeting marketing programs may use these vehicles to promote their products/services which have been approved for display by the College.

Children

For the protection of your children and in order to maintain the scientific nature of the exhibition, no children under the age of 18 will be allowed in the exhibit hall during installation, dismantle, and show hours. Strollers are not permitted in the exhibit hall at any time.

Subletting of Exhibit Space

Subletting or sharing of exhibit space is not permitted. There may only be one (approved) exhibitor/company represented in an assigned exhibit space. A participating exhibitor may not assist a non-participating representative in gaining access to the exhibit hall. This includes public relations firms and other third party vendors. All signs, advertisements, publications, materials, products, and representatives' badges must reflect the name of the contracted exhibiting company. Any violation of these regulations may result in an immediate shutdown and removal of the exhibit and materials in violation, as well as a loss of priority points. Additionally, organizations found to be in violation of these regulations risk denial of participation in future Annual Meetings and removal from the College's approved exhibitors list. Any variation to this regulation must be in writing and approved by ACOG's Senior Director of Meetings and Exhibits.

CME

The granting of CME credits to meeting participants, in any category, from an exhibit space is prohibited.

Non-Exhibiting Companies

Non-exhibiting companies and their personnel, agents, and contractors will not be permitted in the exhibit hall at any time. In addition, non-exhibiting companies will not be allowed to register for the meeting and will be denied entrance to any of the exhibitor-approved Annual Meeting functions for meeting attendees and approved exhibitors. Non-exhibiting companies will not be allowed to display or demonstrate any services or products in the convention center or any hotel within the College's Annual Meeting housing block. We do not offer a walk-through of the exhibition hall to non-exhibiting companies.

Product/Service Displays

The exhibitor is permitted to demonstrate devices, instruments, equipment, or services, to make presentations and to distribute printed materials related to those products or services that are listed on the Exhibitor Participation Form submitted and have been approved by the College.

Please be aware that only those products or services that are related to the practice of obstetrics and gynecology or primary care for women are permitted. If your organization has products or provides services that may not be related to the profession of obstetrics and gynecology or women's health and they have not been approved by the College, they may not be displayed. If

such products or services are displayed, the College will require you to remove the unrelated product or service from your exhibit. We reserve the right to decide the appropriateness of any service, product, device, videotape, or audiotape.

Products or services not acceptable for exhibition at the Annual Meeting include, but are not limited to:

- Products designed to assist physicians in preparing for board certification examinations;
- Not FDA approved;
- Manufactured and sold only through physicians' offices or the Internet;
- Not available throughout North and Central America and the Caribbean;
- Multi-level marketing/profit enhancement opportunities or any variation;
- Exhibitors shall not offer, and the attendees cannot receive, any type of monetary compensation for the use of a product or service, referrals, or any similar activities;
- Information or panels for "coming soon" pharmaceuticals or FDA-controlled devices that have not been FDA-approved may neither be distributed nor displayed.

If you would like to display a product/service that was not included on the original Exhibitor Participation Form, an amended request must be submitted with a copy of the pamphlet/brochure for written approval prior to April, 2015. If you have questions, please call the Meetings and Exhibits Department at **(202) 314-2333** or send an email to **acogexhibit@acog.org**.

Selling

To assist companies with maximizing their exhibiting opportunity, exhibitors will be allowed to sell their products/services in the exhibition hall. The exchange of checks and credit cards for a product or service is allowed. Every transaction must be accompanied by a receipt for the purchaser. For security reasons, cash transactions are discouraged. It is the exhibitor's responsibility to acquire any necessary licenses, permits, and/or identification numbers required by the local government to sell their products/services.

Internet/Web-based/Medical Record Exhibitors

Internet companies that offer web page hosting for physicians and their practices must require physicians to read and accept the terms of the site's privacy, security, and/or confidentiality policies for information posted on the web site. These policies must disclose whether any information provided by the physician will be shared with third parties and describe how the information might be used and identify the third party. If any of the services being provided involve the transfer of medical records electronically, then HIPAA guidelines must be observed. For further details, visit **www.cms.hhs.gov/HIPAAGenInfo/**.

Internet companies must list on their web site any relationships with commercial entities (e.g., pharmaceutical companies, etc.). Prior to requesting personal information from users online, companies must require users to read and accept the terms of the site's online privacy policy.

Live Scanning

The use of ultrasound, x-ray, or laser equipment for the purpose of live scanning of humans is strictly monitored. The College does not allow scanning of human models or animals. Bone density and/or ultrasound scanning of meeting participants may be approved on a case by case basis. Please email your written request to **acogexhibit@acog.org**, ATTN: Meetings and Exhibits Department. Make sure to provide a detailed letter with the specifications of the equipment you will be using, how it will be used, and a sample of a liability waiver that participants will sign holding the College harmless. This waiver must be approved by the College.

Exhibit Photographing/Videotaping

Recording video and taking photographs (with film or digital devices, including camera phones), other than by the College's official photographer, including video or photographing an exhibitor's own booth, is expressly prohibited. Unapproved photos, images and/or videos will be confiscated.

A representative of one exhibiting company may not photograph or record video of another exhibitor's booth. Violation of this rule will result in the expulsion of the offending exhibitor from the exhibit hall; confiscation of the photo, image and/or video, and the loss of priority points by the exhibiting company.

During the Annual Clinical Meeting (Annual Meeting), attendees, vendors, guests, and exhibitors may be photographed by the official College photographer, or videographer. The College reserves the right to use an individual's photo, likeness or image in future promotional ACOG publications, materials or the ACOG website. Exhibitors wishing to have their booths photographed by the ACOG official photographer should email **acogexhibit@acog.org** or refer to the exhibitor service manual.

Music, Videotapes, and Posters/Pictures

At no time should music or videos be played at a level that interferes with a neighboring exhibitor's booth activities. Music, videos, or posters/pictures containing sexually explicit or vulgar language or acts are strictly prohibited. The College reserves the right to determine what is appropriate regarding music, music volume, videos, and posters/pictures.

Surveys and Questionnaires

These guidelines are for exhibiting companies that are asking convention registrants to complete a survey/questionnaire for marketing research, or analysis purposes. If you are only asking several questions to 'qualify' the registrant, approval is not needed.

- Written approval from the Meetings and Exhibits Department is necessary if an exhibitor wishes to have meeting attendees complete surveys or questionnaires. Submission of sample survey/questionnaire must be received by April 14, 2016.
- A copy of the survey/questionnaire must be submitted with a written statement of the purpose, specific identification of who will have access to the information provided by the survey/ questionnaire, and whether the information will be used in ads, publications, or statements to any news or media source.
- All meeting participants must be allowed to complete a survey if they so desire.
- An exhibitor may not deny an attendee from participating in a survey/questionnaire based on age, sex, race, or any other reason.

Hotel Accommodations
The College has secured blocks of rooms in hotels convenient to the convention center area. Each hotel participating in the official Annual Meeting room block has set aside a portion of the room block for exhibitor use. These rooms have been set aside to ensure that exhibitors have the opportunity to reserve sleeping rooms as well as hospitality suites in the hotels of their choice. All reservations must be made through the College's Registration Vendor — JSpargo and Associates. Hotels will not accept direct reservations.

Any organization that obtains housing outside of the Annual Meeting room block will be penalized with a surcharge of 10% of their total cost of booth space and forfeiture of the current year's priority points.

Hospitality Suites
Exhibitors that would like to request hospitality suites may do so when making the request for sleeping rooms. Hospitality suites are reserved for only those organizations participating in the exhibition. We charge a social event fee of $10,000 to reserve a hospitality suite. This fee provides access to our meeting participants and does not include hotel room charges or charges for a/v, food, etc. Hospitality suites and private parties are not permitted during regularly scheduled hours of meetings, exhibits, or other College functions. Hospitality Suites are allowed at all hotels, except the headquarter hotel. Exhibitors that schedule private functions in conflict with the official College program will be required to cease the activity and may be penalized. This policy will be strictly enforced. All functions must be approved by the College.

Press Information
For answers to questions regarding press, passes, or ACOG guidelines regarding press, contact our Communications Department at **(202) 484-3321** or **communications@acog.org**.

EXHIBITOR ANNUAL MEETING — REGISTRATION GUIDELINES

Proper Attire
All exhibitors and their agents are expected to dress and conduct themselves in a professional manner at all times and to comply with the rules, regulations, and policies enforced by the College during the Annual Meeting. Exhibitor representatives are required to staff their exhibit space(s) at all times when the exhibit hall is officially open.

If your company is using models to demonstrate your product or service, such as examining tables, etc., they should wear a loose sweatsuit and sneakers. No leotards, shorts, bikinis, or stretch pants are permitted.

No Smoking Policy
The Committee on Industrial Exhibits has implemented a no smoking policy for the Annual Meeting. Smoking will not be permitted in any meeting area, common space in the convention center or exhibit hall.

Registration/Badges
All individuals representing an exhibiting company must register as an exhibitor and wear the appropriate badge. This policy applies to personnel staffing a particular exhibit for the duration of the exhibition as well as those who will be visiting for a short period of time.

It is against the College's policy for exhibitors to lend their badges to anyone. In addition, it is against the College's policy for an exhibitor to assist an ineligible individual in obtaining a badge or gaining access to the exhibit hall. Anyone who violates this policy will be barred from further participation in this and future meetings and will have priority points deducted from the company that the exhibitor represents.

Each exhibiting company will receive four (4) complimentary badges for each 10'x10' exhibit space purchased. There will be a $30 fee assessed for each badge produced over the complimentary allotment. An exhibitor's badge is valid for admission to the exhibit hall, colloquial and electronic poster sessions only. All other sessions are restricted to registered meeting attendees with full access badges.

All company representatives must produce a business card for the exhibiting company they represent in order to pick up their badge. The card must have their name printed on it, and if requested, they must be prepared to present a positive form of ID (e.g., driver's license, military ID) to obtain a badge.

Group Pickup will be allowed on-site for companies that have registered 15 or more staff and who have submitted a badge list prior to April 14, 2016. Group badges can only be picked up by the contact specified on the Certified Exhibitor Representative Form. Please be aware that the College will not make a duplicate badge without charging a $30 badge

replacement fee. Badges are not refundable and may only be worn by the individual named on the badge. We do not invoice for exhibitor badge fees.

Temporary Personnel
If it is necessary for your company to employ temporary personnel, be sure to provide them with the exhibiting company's name, booth number, and the name of the contact at the exhibit. They must bring proof of affiliation with the temporary agency (e.g., name tag or time card), and a positive ID (e.g., driver's license). All temporary personnel must wear a badge while on the exhibit floor, and be informed that the attire for the Annual Meeting is business attire. Temporary staff badges are counted toward your complimentary badge allotment.

Work Badges
Unregistered exhibitor agents, vendors, and exhibitor-designated contractors who wish to access the exhibit floor during installation and dismantlement hours will be required to show proof of affiliation with the exhibiting company or exhibitor-designated contractor to receive a work badge. Work badges will be distributed from the Exhibitor-Designated Contractor (EDC) Registration Desk or the Freeman Service Center.

EXHIBITOR REQUIREMENTS

Contract
By signing the Exhibit Application and Contract, the exhibitor agrees to abide by all of the requirements contained in this Exhibitor Prospectus, the Exhibitor Service Manual, and any correspondence from the American College of Obstetricians and Gynecologists (the College) to the exhibitor/exhibiting company, their staff, officers or agents. Together these documents comprise the contracts between the College and the exhibitor.

Violations
The College reserves the right to remove any exhibit or bar future exhibition participation if, in the College's opinion, the exhibitor disregards or refuses to observe The College's/Convention Center's defined policies, or it is determined that the exhibit is offensive or not in keeping with the professionalism or standards of the practice of ob/gyn, or written/verbal instructions. If an exhibitor removal does occur, we will neither refund the exhibit fee paid nor pay for exhibitor losses such as exhibitor housing, travel, wages, or other fees associated with exhibiting.

First Violation – Exhibitor may forfeit up to 25% of the total of priority points accumulated to date.

Second Violation – Exhibitor may forfeit up to 50% of the total of priority points accumulated to date and may be barred from participation for 1 year.

Third Violation – Exhibitor may not be permitted to exhibit at future College meetings.

If in the College's opinion, an exhibitor flagrantly disregards the College's guideline(s), policies or directives, the College reserves the right to impose an appropriate penalty which may not be stated above.

Indemnification
Exhibitor shall indemnify and hold harmless the Moscone Center to the same extent that ACOG is required to do so pursuant to ACOG's agreement with the Moscone Center.

Exhibitor shall also indemnify, defend with counsel of ACOG's choice and hold harmless ACOG, ACOG Land Holding Corporation, the American Congress of Obstetricians and Gynecologists and their respective officers, directors, agents, employees, and members (the "Indemnified Parties") from and against any and all claims, losses, demands, actions, suits, proceedings, judgments, settlement expenses, liens, liability (including but not limited to liability assumed in contractual agreements with third Parties), injuries, death or physical damage to property, and the defense thereof including reasonable attorney's fees and costs (collectively the "Claim(s)") incurred by the Indemnified Parties, based upon, related to, caused by or arising from, in whole or in part, any act or omission including but not limited to the negligence, gross negligence, intentional misconduct, fault or violation of law of Exhibitor, its employees, agents, subcontractors, assignees, or delegates. In defending all Claim(s) Exhibitor shall use counsel reasonably satisfactory to ACOG and shall proceed with diligence, timeliness and good faith in such defense. Exhibitor's duty to indemnify shall apply to an Indemnified Party except to the extent such Claim(s) results from the sole negligence, gross negligence or willful misconduct of that Indemnified Party but said duty to indemnify shall continue as to other Indemnified Parties who are not found liable for gross negligence or willful misconduct. Except as may be otherwise provided by applicable law, the Indemnified Parties right of indemnification shall not be impaired, reduced or diminished by any act, omission, misconduct, negligence or default of any Indemnified Party or of any employee or agent of any Indemnified Party who may have contributed thereto. To the extent any law may prohibit any application of all or any part of the indemnity obligations in this Agreement, it is the intent of the Parties that any such prohibited provisions are severable and the indemnity obligations in this Agreementshall be construed to impose the indemnity obligation in all circumstances, applications and situations to the fullest extent permitted by law.

Insurance

Exhibitor shall purchase and maintain insurance of the types, in the amounts and with all the required stipulations required by the Moscone Center shall also comply with all the insurance provisions required of ACOG pursuant to ACOG's agreement with the Moscone Center. Exhibitor shall promptly advise ACOG of any changes or lapses of the requisite insurance coverage.

a. Exhibitor shall also purchase and maintain at a minimum during the Term of this Agreement, the following insurance coverage:

   (i) Workers' Compensation and Employers' Liability policy valid in all jurisdictions where the work will take place with statutory coverage for Part I and Part II limits of

   $1,000,000 Per Accident

   $1,000,000 Disease - Each Employee

   $1,000,000 Disease - Policy Limit

   (ii) Commercial General Liability policy on an Occurrence form with a minimum limit of $3,000,000 Combined Single Limit, including Contractual Liability and Personal Injury Advertising Liability.

   (iii) Business Automobile Liability policy covering all owned, non-owned and hired automobiles with minimum limits of $3,000,000 Combined Single Limit.

   (iv) Umbrella/Excess Liability policy with limits of not less than $2,000,000 extending above coverage indicated herein.

b. Exhibitor shall provide Certificates of Insurance to ACOG and shall provide Certificates of Insurance as required by the Moscone Center evidencing the insurance required including policy numbers, dates of expiration, and limits of liability thereunder.

c. All insurance should be provided by insurance companies with a Best's Rating of A, XII or better. Policies shall provide for a thirty (30) day notice of cancellation or material change in favor of ACOG and the DC Convention Center.

d. The required policies shall be endorsed to name the American College of Obstetricians and Gynecologists, ACOG Land Holding Corporation, the American Congress of Obstetricians and Gynecologists and their officers, directors, employees as Additional Insureds and shall also be endorsed to name other Additional Insureds as required by the DC Convention Center.

Cancellation and Postponement of Annual Meeting

In the event that the Annual Meeting is postponed due to any occurrence not occasioned by the conduct of the College or Exhibitor, whether such occurrence be an Act of God or the common enemy or the result of terrorism, war, riot, civil commotion, sovereign conduct, or wide spread dissemination of an infectious disease, curtailment of transportation facilities, the act or conduct of any third party, (individually and collectively referred to as the "Occurrence") then the performance of the parties of their respective meeting obligations shall be excused for such period of time as is reasonably necessary after the Occurrence to remedy the effects thereof. If the Occurrence results in cancellation of the Annual Meeting, the obligations of the parties under applicable agreements shall automatically be terminated and all booth payments shall be refunded to Exhibitor, less a pro rata share of expenses actually incurred by the College in connection with the Annual Meeting.

During the Annual Meeting, attendees, vendors, guests and exhibitors may be photographed by the College and/or the College's official photographer/videographer. Exhibitors grant permission to the College and/or the College's official photographer/videographer to take photographs or video of the exhibitor's booth and exhibitors' employees and contractors during the Annual Meeting. In addition, the Exhibitors, on behalf of the exhibiting company, their employees and contractors also grant the College the absolute and irrevocable right and permission to use these photographs and/or videos of an exhibitors' booth, employee(s) and/or contractor(s) including the rights to publish, reproduce, crop, edit, assign, exhibit, and distribute copies of the photograph or video, in print, electronic, or other media, whether or not in use at the time of execution of this Agreement, and claim copyright in said photograph or video throughout the world for the full duration of the copyright and any renewals or extensions thereof. Exhibitors also represent, warrant and guarantee that they have full power and authority to grant this permission.

Exhibitor Disputes and the College

Exhibiting companies, their employees, agents, and vendors agree that any legal disputes, suits, or actions between the College and an exhibitor resulting from the participation in the exhibition or related activities of the Annual Clinical Meeting will be governed by the laws of the District of Columbia without regard to conflicts of law principles, and shall be adjudicated exclusively in the courts located within the District of Columbia. Exhibitor hereby consents to personal jurisdiction and venue in the District of Columbia.

MARKETING AND PROMOTIONS

Are you looking for a novel way to promote your company, reinforce brand loyalty, increase visibility, and profit from a tremendous marketing value?

The College is pleased to provide the following opportunities for an exhibitor to advertise their products and services to the attendees of the Annual Meeting.

Annual Meeting Exhibit Guide

The Annual Meeting Exhibit Guide offers the exhibiting companies an opportunity to be recognized in numerous ways. The Annual Meeting Exhibit Guide contains a complete directory of exhibiting companies listed by booth number order, category, and in alpha company name order. Each company's listing will contain the company name, address, phone number, company web site and product categories. Each exhibiting company will also be given a Final Program and an Exhibit Guide at the Annual Meeting.

The exhibitor is responsible for completing the Annual Meeting Exhibitor Company Listing Form to guarantee the accuracy of your company's information. The College will not assume responsibility for errors printed in the Annual Meeting Exhibit Guide.

Annual Meeting Sponsorship, Marketing and Advertising Opportunities

The Annual Meeting is an outstanding venue for education, marketing, branding and relationship building. Everything from Rapid Charging Stations and the new Annual Meeting Exhibitor Scavenger Hunt to the Ob-Gyn Reporter Program and Banners are available for support. To learn about all of our options for Washington, DC, please see the *2016 Corporate Support Catalog* available on our website in early August. To select your opportunities, contact Katie O'Connell, Senior Director of Development, at **koconnell@acog.org** or **(202) 863-2546**. We are looking forward to helping your reach your visibility and traffic goals.

Exhibit Guide Advertising

The Guide is a fantastic advertising opportunity which promotes new products, educational symposia or company services. The Annual Meeting Exhibit Guide is given to every registered meeting participant and serves as a resource for attendees far after the meeting closes. Please contact TriStar Publishing at 913-491-4200 or **nblunk@tristarpub.com** for more information.

The College reserves the right to merge the Exhibit Guide with an existing publication, or place on the web, at its sole discretion and without notification.

Hotel Room Drop Service "Doctor's Bag"

Distribute advertisements and invitations to meeting participants during the Annual Meeting in the Doctor's Bag. The Doctor's Bag is placed on attendee hotel doors daily.

An ad reservation form will be included in the exhibitor service manual. Please note that the promotional piece submitted for inclusion in the "Doctor's Bag" program may only promote your company's product, service, or event to be held or displayed during the Annual Meeting. If your piece contains advertisement(s) from other exhibiting or non-exhibiting companies, it will not be approved for participation in the "Doctor's Bag" program. Advertisements cannot promote products/services that have not been approved for display by the College.

Please contact TriStar Publishing at 913-491-4200 or **nblunk@tristarpub.com** for more information.

Mailing Labels

Companies that have registered to exhibit at the Annual Meeting may purchase the pre-registration or post-registration mailing lists. A sample of your promotional mailing must be submitted to the College for approval by the Meetings & Exhibits Department before your mailing label request will be processed. The meeting labels may not be duplicated or resold to another organization. Only 2016 Annual Meeting exhibitors may rent an advance registration mailing list. A mailing label order form will be included in your exhibitor service manual. Please contact JSpargo & Associates at 703-995-1800 for more information.

Lead Retrieval

One of the best ways to measure your success at the Annual Meeting is to rent a lead retrieval device. Each meeting attendee is issued a smart card during registration that contains the attendee's name, address, telephone, fax, and email information. The lead retrieval device allows you to capture the attendee's information with speed and efficiency. You can also have your customized questions added to the information captured by the lead retrieval device. The information can be downloaded to provide you with the attendee's information in various formats – labels, or add a

printer for immediate printing options. A scanner order form will be included in the exhibitor service manual. JSpargo & Associates is the official provider of our lead retrieval service and can be reached at 703-995-1800.

IMPORTANT RESTRICTIONS

Use of the College Name, Insignia, Logo, or Acronym (ACOG) or "The College" - neither the American College of Obstetricians and Gynecologists, insignias, logos, or acronyms (ACOG) or the convention show logo may be used in signs, advertising, or promotions in any media or on descriptive product literature either inside or outside the exhibit area. This rule applies before, during, and/or after the meeting. The College's names, insignias, logos and acronyms are properties of the College and may not be used without prior written permission of the College. Booth activities and educational/symposia events or receptions cannot be promoted together on the same promotional literature.

The American College of Obstetricians and Gynecologists can only be used in a sentence following after the company name and booth number. ACOG or the College's name should never be used on any promotional piece without written approval. All literature must be submitted to the College for approval.

The only exception are the statements similar to the following that can be used on booth promotional mailing pieces.

Example of approved statements:

"Visit Woman's Way at booth #1234 at the 2016 Annual Meeting in Washington, DC"

"Stop by and let Johnson Wax Company at booth #111 show you how to shine at the 2016 Annual Clinical Meeting."

"Visit Morgan & Hanley at booth #1523
2016 Annual Clinical Meeting
American College of Obstetricians and Gynecologists
May 14-17, Washington, DC"

Exhibiting companies may only advertise or distribute information using the marketing opportunities listed. At no time is distribution of promotional material permitted by an exhibitor anywhere within the convention center (other than in exhibit space), hotel lobbies, shuttle buses, restrooms, or other common areas. Companies that distribute information outside of the College's approved marketing opportunities may lose up to 50% of total priority points accumulated to date and materials will be removed and destroyed.

Official Contractors and Services

The 2016 Annual Clinical and Scientific Meeting official general contractor is Freeman.

The online Exhibitor Service Manual will be available at least 90 days prior to the meeting. The service manual will enable the exhibitor to order services and equipment for their exhibit space. The following services must be performed exclusively by the College, our vendors/contractors, or convention center appointed contractors and vendors:

- Booth cleaning services
- Convention and security
- Material handling services
- Audio visual and computer rental services
- Electrical services
- Plumbing services
- Telephone services

It is the responsibility of the exhibiting company to forward all pertinent information to their contractors (e.g., exhibitor service manual, move in/out instructions, shipping).

Material Handling/Storage/Hauling

The official material handling contractor, Freeman will move all freight from the docks to the company's exhibit space. This service includes:

- Storage prior to the show (30 days)
- Transportation from warehouse to exhibit
- Removal and storage of empty crates
- Reloading at show site

Freeman has the responsibility of receiving and handling all exhibit materials and empty crates. It is their responsibility to manage the docks and schedule vehicles for the smooth and efficient move-in/move-out of the exhibition. Freeman will not be responsible for any material it does not manage.

An exhibitor may "hand carry" materials provided they do not use material handling equipment to assist them. When exhibitors choose to "hand carry" material, the loading dock/freight door areas must be used. Exhibitors may not use public entrances.

Accessible Storage

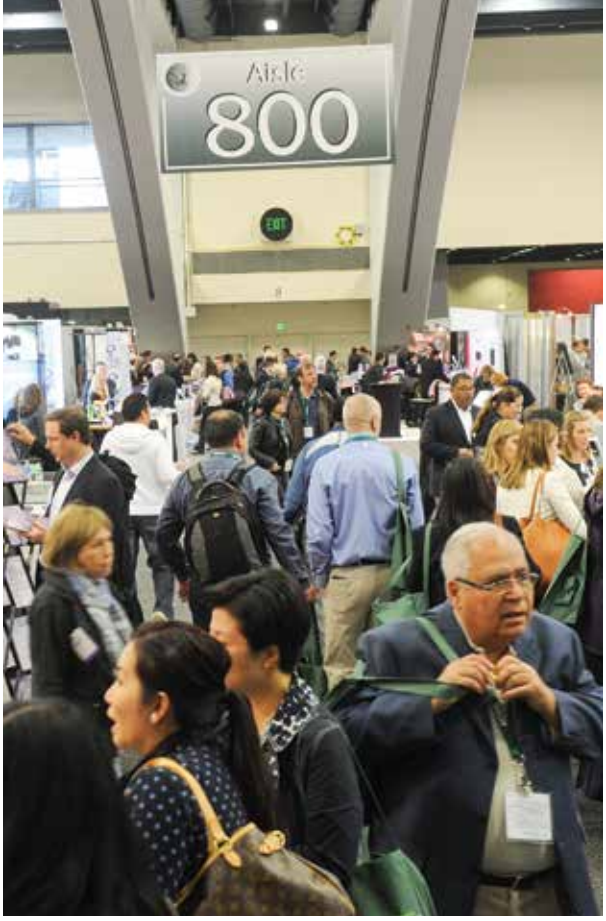
Accessible storage for sample materials and other items will be available. Prior to the opening of each day's show, you may order deliveries as necessary. Labor charges are the responsibility of the exhibiting company. No four-wheeled carts are allowed on the exhibit (hall) floor once the show has opened.

Personal Unloading/Reloading of Exhibits

All exhibit materials personally delivered by vehicle to the convention center must be unloaded/reloaded at the loading dock. Exhibitors may unload and reload their own personal vehicles only, provided they are full-time employees of the exhibiting company and do not use mechanized equipment such as dollies, hand trucks, pallets, jacks, etc. No deliveries are allowed through the main entrance of the convention center.

Unpacking/Porter Service

To maintain the aesthetic appeal of the meeting, any exhibitor unpacking products or giveaways must request porter service to remove refuse. The College reserves the right to order porter service, at the exhibitor's expense, for any exhibitor that does not properly discard refuse in a timely manner, or creates an unsafe environment.



Miscellaneous Deliveries

Deliveries of items other than exhibit freight, e.g., equipment rentals, etc., must be sent through the convention center loading dock and distributed through the Freeman Service Center. Delivery personnel will not be badged and cannot gain access to the exhibit floor. No deliveries may be made through the lobby of the convention center.

EXHIBITOR-DESIGNATED CONTRACTORS

Exhibitors may use Exhibitor-Designated Contractors (EDC) for other services than those mentioned under "Annual Meeting Official Vendors". Exhibitors who decide to use an EDC must require their contractor to adhere to all of the College's rules and regulations. Exhibit companies will be held responsible for any violations of our policies or the inappropriate actions of their EDC. Unauthorized EDC's will not be granted access to the exhibit hall.

1. All exhibitors must submit to the College in writing, on the exhibiting company's letterhead, letters from an authorized exhibiting company representative (letters from contractors will not be accepted) or the form in the exhibitor service manual, the name of the contracted company, the contact person, the company's mailing address, business telephone, fax number, and email.
2. All EDCs must submit to the College a certificate of insurance (an original, no faxes or photocopies) that provides for not less than $1,000,000 of general liability insurance including property damage and workman's compensation. This certificate must name the American College of Obstetricians and Gynecologists (the College) as the certificate holder and additionally insured and must be valid from May 14-20, 2016. A list of clients that the EDC will be servicing during the 2016 Annual Meeting must also be attached. EDCs that fail to send in an insurance certificate will not be allowed to provide their services. No exceptions will be made.
3. Exhibitor-Designated Contractors (EDC) must have licenses, permits or bonding required by federal, state, county, municipal governments and the Washington, DC Convention Center prior to commencing work, and shall provide the College with evidence of compliance upon request.
4. Upon arrival at the convention center, EDC must check in at the EDC registration desk to receive permits to work in the exhibit hall. Daily passes will be issued to the labor supervisor only. The first representative will be responsible for distributing the passes to their co-workers. The College can assume no responsibility for the distribution of work passes.
5. The College reserves the right to remove any exhibitor or designated contractor whose actions jeopardize the on-time opening of the exhibition or whose employees fail to observe the regulations and procedures contained in this Exhibitor Prospectus, other official documentation, and/or exhibitor service manual.
6. An EDC must cooperate with the official contractors/vendors, especially by not interfering with the efficient use of an official contractor's employees. EDC must be signatory to a current local labor agreement with the union claiming jurisdiction over the work to be performed by the EDC and must not commit any acts that lead to work stoppages, strikes, or labor problems.
7. An EDC must work from their client's booth space. An EDC who is supplying personnel to an exhibitor may not set up a service desk in "aisles, common areas" or "the no freight aisles."
8. Solicitation of business by EDCs in the exhibit hall is strictly prohibited. This includes, but is not limited to, the posting of signs, distribution of literature, business cards, or other forms of advertising/marketing.
9. No EDC employee or agent is allowed on the exhibit floor during exhibition hours unless it is at the specific request of the exhibitor. This request must be made in writing to the Meetings and Exhibits Department and include the name of those individuals needing access as well as an explanation as to why such access is necessary. The College will treat these individuals as exhibitor personnel and attribute their registration to the overall booth registration total. If the badges prepared for these individuals exceed the allocated number of complimentary badges, the appropriate fees will be charged.

10. The EDC must adhere to the move-in and move-out schedules. If an EDC desires earlier access to the exhibition than the approved Annual Meeting schedule, a request must be submitted in writing from the exhibiting company to the Meetings and Exhibits Department.
11. All employees must be dressed in appropriate business attire during the times when the exhibit hall is open (shirt and tie or polo shirt and slacks, no company logos, no shorts or sweat pants).
12. Exhibitors and their EDC's will be responsible for any additional expense incurred by the College or Freeman (the College's official show decorator), should any occur. Exhibitors and/or the Exhibitor Designated Contractor agrees to reimbursement of any expenses incurred by the College because of the activities of the EDC.

BOOTH CONFIGURATION AND CONSTRUCTION

In an effort to maintain a uniform appearance, the College has adopted some guidelines for exhibit construction as suggested by the International Association of Expositions and Events and Healthcare Convention & Exhibitors Association.

When designing your exhibit please keep in mind the following overall regulations:

- Island exhibits may not exceed 20 feet in height.
- No two-story exhibits will be allowed.
- No exhibitor will be allowed to merge two corner exhibits (peninsula exhibits).
- No exhibit may include, or overflow into, an aisle or an exhibit occupied by another organization.
- No balloons are allowed in the convention center.
- All exhibit spaces must be carpeted.

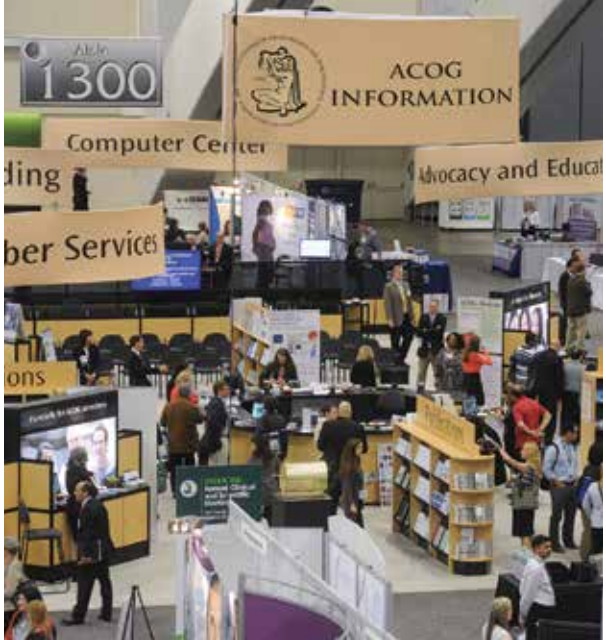
The common drape and aisle carpet used by the College will be published in the exhibitor service manual.

Hanging Signs/Lights

Exhibitor's signs or lights may not bear the College or Annual Meeting name or its logo.

For an island booth, the top of a sign suspended from the exhibit hall ceiling or attached to the exhibit booth must not exceed 20 feet from the exhibit hall floor and cannot block visibility of ACOG signs or other exhibitors' booths. Hanging signs must be suspended directly over the island booth and not over the aisles. No part of any exhibitor signs shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture.

Lighting must be directly over or in the exhibitor's booth and may not extend into the aisles or neighboring booths. Exhibitor lighting cannot affect other exhibitors or aisles. It is the responsibility of the exhibiting company's contact person to notify their contractors and agents of the height restrictions for hanging signs and lighting.



Island Exhibits
An island booth is a 400-square-foot (20'x20') or larger exhibit space exposed to the aisles on all 4 sides with a height restriction of 20 feet. Solid walls must be set back four feet from the aisles.

Island booths must be constructed to allow access from all sides. Island booths should have open sight lines around and through the design (including hanging signs/structures), so that the surrounding area can be viewed through the booth and that neighboring booths are not inappropriately obstructed. The top of the booth's sign must not extend more than 20 feet from the exhibit hall floor and cannot block visibility of ACOG signs. Variances will not be granted. Exhibitors who wish to construct an island booth that will be 400 square feet or larger, are required to submit a digital drawing, rendering, or architectural plans to ACOG Exposition Management by April 14, 2016. Any changes that occur after initial submission must be resubmitted to ACOG Exposition Management for approval prior to the meeting. Should booth construction at the meeting deviate from the actual submitted and approved floor plans, ACOG Exposition Management reserve the right to ask the exhibitor to make modifications at the exhibitor's expense.

When scheduling activities that may draw crowds, exhibitors must make available (in contracted floor area) adequate space for lines.

Standard/Linear Exhibits
Exhibits and signage may not exceed 10 feet in height. In-line exhibits may not contain construction that exceeds four feet in height in the front five feet of the exhibit. Diagonal site lines of neighboring exhibits cannot be obstructed. The rear five feet of the exhibit (five feet from the back wall) may contain construction up to eight feet. To accommodate the needs of our exhibiting companies, some in-line exhibit spaces may be converted into an island when assignments are made. These converted exhibit spaces may not be reflected on the floor plan contained in this exhibitor prospectus. All changes to the floor plan must adhere to all prevailing fire regulations and must be made by the College's Meetings & Exhibits Department.

Hanging signs are not permitted over standard/linear exhibits.

Peninsula Exhibits
Peninsula/end cap exhibits will not be assigned.

SECURITY AND FIRE REGULATIONS

Security
The College will not assume responsibility for any theft, damage, or loss of any kind. However, the College will strive to protect exhibitors and their equipment by providing general perimeter security in the exhibit hall on a 24-hour basis during the meeting. Exhibitors desiring security specifically for their exhibit(s), may order guards for an additional fee by contacting the official contracted security firm; security forms will be contained in the exhibitor service manual. As a precaution, only the official security firm will be allowed to provide security for your exhibit.

Possible Demonstration
Please make the College aware if your organization may be the subject of a demonstration or protest group. This is necessary so that the appropriate measures may be taken to lessen the impact such demonstrations may have on the Annual Meeting attendees. (This will not have any bearing on your ability to exhibit at the Annual Meeting.)

Product/Equipment Removal
Exhibitors that would like to remove company equipment (e.g., medical equipment, computers, luggage, and boxes) from the exhibit hall during show hours must complete an equipment materials release form and provide the attending security personnel with a business card and a driver's license or military ID for identification. Release forms can be obtained from the Freeman Service Center, security at the entrance to the exhibit hall, or from the main exhibitor's registration desk. The College advises that you do not place products or any other items of value in your exhibit booth until there is a company representative in attendance. If an item missing from your exhibit booth is presumed stolen, please notify security immediately. Again, the College will assume no responsibility for missing or stolen items.

Fire Regulations

All exhibiting companies and their personnel must comply with the local, state, and federal fire regulations. All decorating materials, furniture, signs, and equipment must meet the local, city, and state fire and public safety regulations.

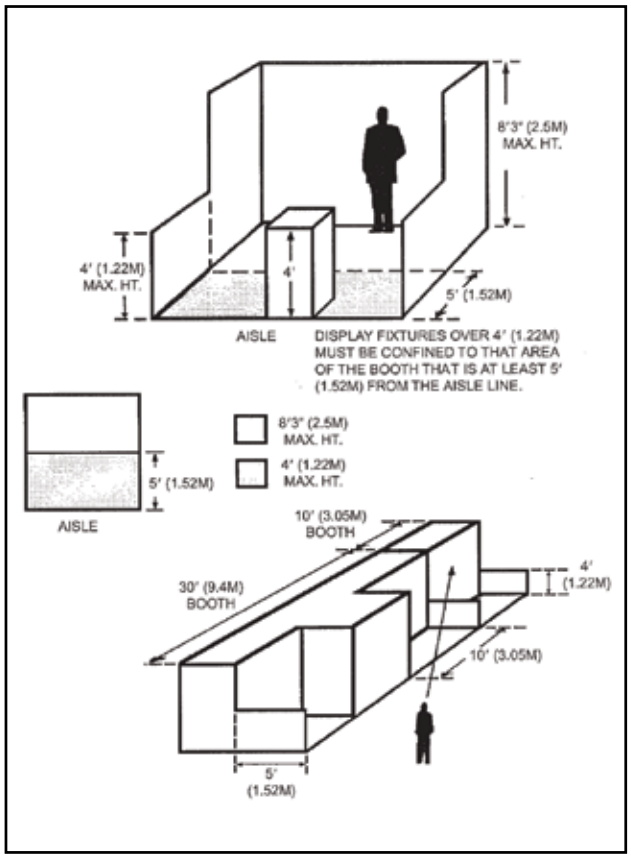
In accordance with the city fire marshall, no empty crates or boxes may be stored in the exhibit area, under draped tables, or behind the pipe and drape. Fire regulations require that any enclosed exhibit must be equipped with smoke detectors.

The College requires that any exhibitor using or generating hazardous waste or potentially dangerous materials must obtain the written permission of the College's Exhibits Management and the convention center prior to the opening of the Exhibition. Hazardous waste is considered to be any liquid, material, or substance that may cause fire, injury or make the air unsafe to breathe.

The following are prohibited unless approved by the College prior to the date of exhibition:

- Flammable liquids
- Combustibles
- Hazardous materials/waste and equipment
- Cooking devices (e.g., microwaves, hot plates, radiant ovens, etc.)
- Anything producing an open flame

Questions about Fire Department regulations should be directed to the Convention Center.



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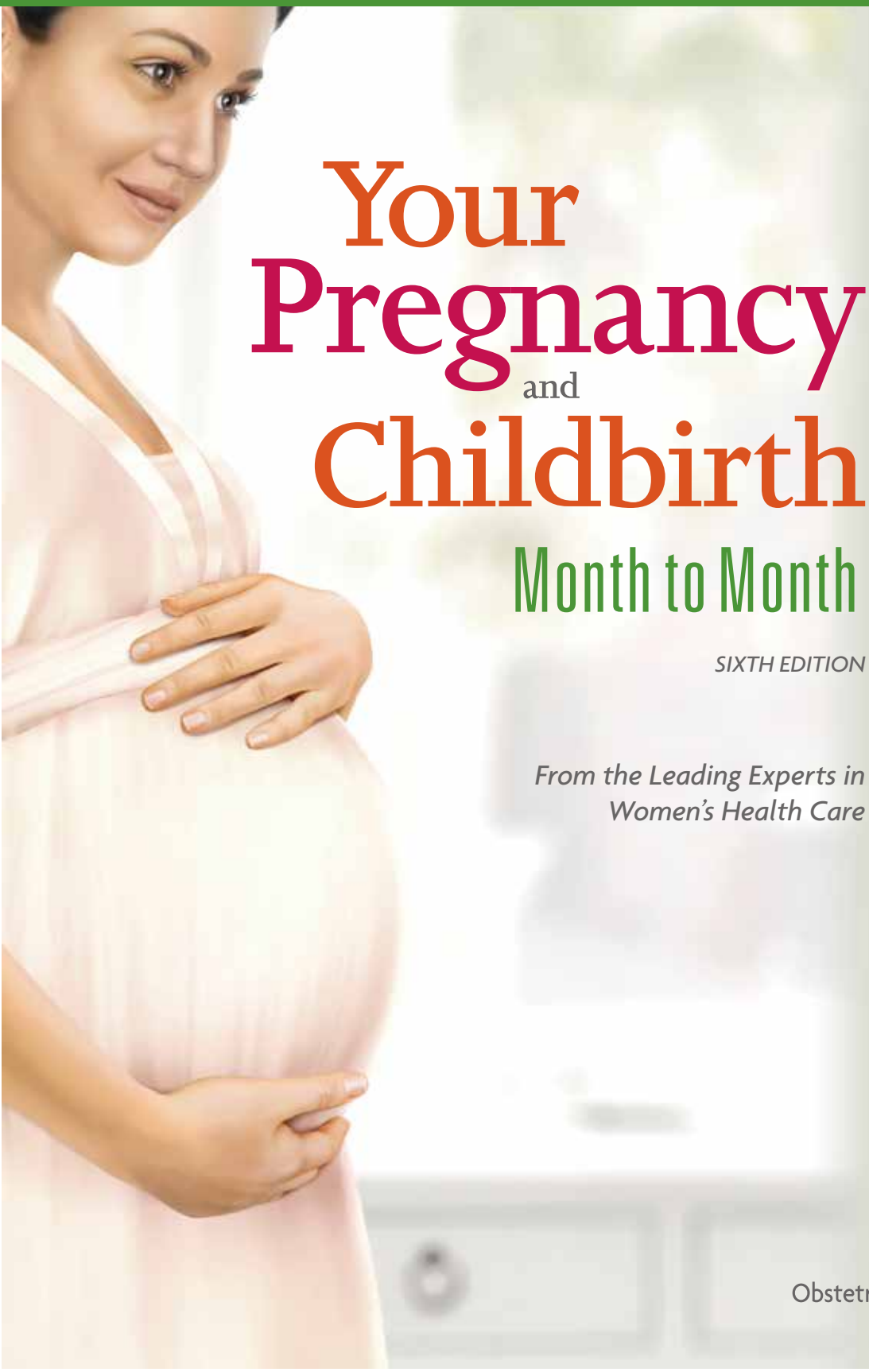

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